

W A R N E R B R O S . ' C A M P A I G N P L A N

HE'S SHOOTIN' TO STARDOM AND AIMIN' TO PLEASE!



DICK FORAN

THE SINGING COWBOY

in "SONG OF THE SADDLE"

With Alma Lloyd · Charles Middleton

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"THE SINGING COWBOY" RETURNS... TO MAKE HIS NAME THE TERROR OF ADONAD LANDS



and the riding, shooting and singing sensation of the screen!

DICK FORAN
THE SINGING COWBOY
in
"SONG OF THE SADDLE"

SECOND of the NEW WARNER WESTERNS

A First National Hit with
Alma Lloyd · Charles Middleton
Addison Richards · Eddie Shubert

THEATRE

166 Lines Mat No. 203-20c

THEATRE



HE'S SHOOTIN' TO STARDOM AND AIMIN' TO PLEASE... the biggest and most enthusiastic throng of thrill fans that ever followed a western star!

DICK FORAN
THE SINGING COWBOY
in
"SONG OF THE SADDLE"

SECOND of the NEW WARNER WESTERNS

A First National Hit with
Alma Lloyd · Charles Middleton
Addison Richards · Eddie Shubert


Hear him sing—"Underneath A Western Sky" · "Vengeance"

218 Lines Mat No. 205-20c

THE SCREEN'S NEW-WEST THRILL IS BACK AGAIN!

DICK FORAN
THE SINGING COWBOY
in
"SONG OF THE SADDLE"

... The riding, shooting and singing sensation of the screen!



Second of the new Warner Westerns

52 Lines Mat No. 201-20c

The screen's new-west thrill is back again!

DICK FORAN
THE SINGING COWBOY
in
"SONG OF THE SADDLE"
with Alma Lloyd · Charles Middleton

14 Lines Mat No. 102-10c

HE'S BACK!



With a new bag of tricks swinging from his saddle— And a new round of thrills blazing from his guns!

DICK FORAN
THE SINGING COWBOY

in
"SONG OF THE SADDLE"

SECOND of the NEW WARNER WESTERNS

A First National Picture with Alma Lloyd · Chas. Middleton · Addison Richards · Eddie Shubert

T H E A T R E

78 Lines Mat No. 103—10c

Watch His Dust..When He Rides!
Watch Your Step..When He Shoots!
Watch Your Gal..When He Sings!

The screen's new-west thrill is back again!



DICK FORAN
THE SINGING COWBOY

in
"SONG OF THE SADDLE"

A First National Hit with Alma Lloyd · Charles Middleton · Addison Richards · Eddie Shubert

See the old frontier days flame again... as he makes his father's murderers their own executioners!

SECOND of the NEW WARNER WESTERNS

T H E A T R E

237 Lines Mat No. 301—30c

WATCH HIS DUST..WHEN HE RIDES!
WATCH YOUR STEP..WHEN HE SHOOTS!
WATCH YOUR GAL..WHEN HE SINGS!

DICK FORAN
THE SINGING COWBOY

in
"SONG OF THE SADDLE"

with ALMA LLOYD · CHARLES MIDDLETON

SECOND of the NEW WARNER WESTERNS



46 Lines Mat No. 101—10c


DICK FORAN
THE SINGING COWBOY

in
"SONG of the SADDLE"

A First National Hit with Alma Lloyd · Charles Middleton · Addison Richards · Eddie Shubert

SECOND of the NEW WARNER WESTERNS

...THE SCREEN'S NEW-WEST RIDING, SHOOTING AND SINGING SENSATION swings into action as the bad man of the bad lands... to rub out his father's murderers!



T H E A T R E

120 Lines Mat No. 204—20c

T H E A T R E



YOU'LL ROAR FOR MORE!
More of his fast shooting and hard riding!...
More of his sweet singing and great loving!...

So get acquainted right now with the screen's new-west thrill...
DICK FORAN
THE SINGING COWBOY
in
"SONG OF the SADDLE"

A First National Hit With Alma Lloyd · Charles Middleton

SECOND of the NEW WARNER WESTERNS

88 Lines Mat No. 104—10c

YOU'LL ROAR FOR MORE!
More of his fast shooting and hard riding!...
More of his sweet singing and great loving!...



DICK FORAN
THE SINGING COWBOY

in
"SONG OF THE SADDLE"

Second of the new WARNER WESTERNS

T H E A T R E

49 Lines Mat No. 105—10c

HE'S SHOOTIN' TO STARDOM AND AIMIN' TO PLEASE!..



DICK FORAN
THE SINGING COWBOY

in
"SONG OF THE SADDLE"

With Alma Lloyd · Charles Middleton

Second of the new Warner Westerns

52 Lines Mat No. 202—20c

YOUR EASY EXPLOITATION ANGLES

FORAN'S DUDE RANCHERS CLUB IS GOING STRONG

When "Moonlight on the Prairie" was released, many showmen started a "Dick Foran Dude Ranchers" Club. Since Foran is making a series of 6 films, you still have time to start the club in your town. Complete information can be found in the Campaign Plan on "Moonlight on the Prairie" — below is a condensed version:

ANNOUNCE CLUB

Through newspapers, ad underliners, heralds and lobby displays, all telling kids what an exciting time they'll have if they join.

MEMBERSHIP CARDS

Are available from Economy Novelty Co., 225 West 39th Street, New York City. Prices: \$2.50 per M; 5M — \$2.25 per M; 10M or more — \$2 per M.

CLUB MEETINGS

Should be held in theatre, if possible, with story telling playing the big part.

WHAT CLUB DOES

Members can do a lot to help plug show. They can parade to opening, distribute heralds and work on other street ballys. Maybe you can tie up with riding academy, getting the youngsters reduced rates for riding.

MISCELLANEOUS

Ideas include getting school newspapers to devote column to club doings. Also, feel out boys to see what reaction would be to letting girls join their club.

KIDS' COWBOY CONTEST

With cowboy and Indian outfits so popular among the youngsters, you oughta get plenty of 'em interested in contest for best-dressed cowboy or Indian. Department store can tie up with costume to winner, while you give ducats to the next-bests.

PLUGGIN' WITH THE TITLE PAGE



Printed in black on a yellow-gold background, you can see that title page gives Foran and film plenty of space. So idea is to plant 'em in as many music shop windows as you can — asking 'em if they won't plug song over their P. A. system. Title pages are free in limited quantities, so we advise ordering yours right now from:

SAM SERWER

R. C. A. Bldg., 1250 Sixth Ave., N. Y. C.

COVERED WAGON BALLY

Covered wagon or stage coach would make good substitute for regular bally truck, eh? And a coupla pretty gals waving from the windows will do a little more toward making folks look around to read your streamers.

LET THE AUDIENCE SING

Why not have a special night with theatre audience singing cowboy songs. Artist makes up slides with the words, while your organist leads the songsters.

DUCATS FOR BEST YELLS

Why not offer ducats to kids who give best imitations of cowboy or Indian yells? But don't blame us if the neighbors send up the Vigilantes to drive you out of town for disturbing the peace.

'COWBOYS' WHOOP IT UP

Maybe you can get a coupla fellers dressed up as cowboys to ride around town whooping it up. Mounted on pintos, with signs on their backs telling folks about show, they ride around singing cowboy songs and doing anything else that'll attract attention.

"COWGALS" GO ROUND

Gals or men dressed as cowboys can tour city distributing heralds. Of course, if they can sing, let 'em plug songs from film while they're about it.

ROPETHROWING CONTEST

If your theatre isn't in too crowded a neighborhood, hold a rope throwing contest out front, with ducats to winners. Cowboy sandwich man doing rope tricks should attract attention.

RENT ACCESSORIES TO BRIGHTEN YOUR FRONT

Under this new arrangement, you can now fill your complete requirements in lobby and front display. You rent the beautiful displays — and the frames are loaned free. Displays are shipped to you early enough to make advance selling possible. For complete information, mail the coupon below.

AMERICAN DISPLAY CO., INC.

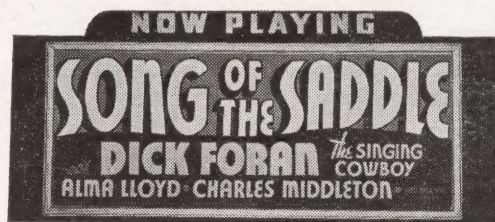
525 West 43rd Street

New York City



40 x 60 DISPLAY POSTER

A brilliant advertising piece made by special oil paint process.



24 x 60 OIL PAINT BANNER

Brilliantly colored, this banner is illustrated in the frame which is loaned free with this service.



40x60 SHADOW BOX

Brilliantly illuminated, this attractive piece tells and sells your story.

AMERICAN DISPLAY CO., Inc.
525 West 43rd Street
New York City, N. Y.

Gentlemen:

Please send me complete information regarding your RENTAL PLAN and how I can secure DISPLAY FRAMES for use in my theatre FREE as advertised in the CAMPAIGN PLAN on "SONG OF THE SADDLE." This request does not obligate me in any way.

Name

Theatre

Address

City State

Number of seats Number of Weekly Changes

Any other information

Foran Coming To Strand In A New Western Drama

"Song of the Saddle," the second of First National's new type of Western dramas with music, comes to the Theatre on

Dick Foran, the flaming haired Singing Cowboy, again has the stellar role as he did in the first musical drama of the open spaces, "Moonlight On the Prairie." He plays the part of a youth who has grown to manhood obsessed by the idea of avenging the murder and robbery of his father by the leader of a band of Western crooks and his two henchmen.

He makes himself the terror of the Western stage coach lines which he holds up with great regularity. However, he never molests passengers nor takes any money except that being shipped by the slayer of his father. He is known as the "Singing Kid" because on every such expedition he is heard to burst into song.

The story carries a glamorous romance, the youth meeting the girl who had worshiped him when a boy, and falling in love with her. Alma Lloyd, daughter of Frank Lloyd, the noted director plays the feminine lead opposite Foran, while Bonita Granville plays the girl when a child. Foran's part when a boy is played by George Ernest.

Charles Middleton has the role of the arch villain. His two chief aids are Eddie Shubert and Monte Montague, while Addison Richards plays the part of Foran's father.

Considerable comedy relief is furnished the tense melodramatic note in the picture by a trio of comedians, Victor Potel, Pat West and Julian Rivero, who attach themselves to the "Singing Kid" who has saved their lives.

The famous radio quintet, known as the "Sons of the Pioneers," will be both seen and heard in the picture.

Two special songs are sung by Foran, "Vengeance" and "Underneath a Western Sky." The music and lyrics were written by M. K. Jerome and Jack Scholl. Other members of the cast include Kenneth Harlan, Myrtle Stedman, James Farley, Bud Osborne and William Desmond.

Louis King directed the picture.

Screen Lovers



Dick Foran, the Singing Cowboy, and charming Alma Lloyd are film sweethearts in the second of the new Warner Westerns "Song of the Saddle," the First National musical story of the new West which opens at the Theatre on

Mat No. 106-10c

Shootin' To Stardom



Dick Foran, the Singing Cowboy, returns in another fast shooting, hard riding romance of the West, replete with sweet singing and hot loving, "Song of the Saddle" the First National picture coming to the Theatre on

Mat No. 207-20c

(Review)

Singing Cowboy Scores Again In 'Song Of Saddle'

Dick Foran In Second Stellar Role Makes Big Hit In Western Film With Music

"Song of the Saddle," second of "First National's new Western thrillers with music, went over with a bang at the Theatre yesterday, where it was shown for the first time locally.

Dick Foran, the flaming haired "Singing Cowboy," is again starred in this picture.

William Jacobs, who wrote both the story and screen play, has conceived a rather more solidified plot than is generally found in pictures of the open spaces. In addition to the many thrilling situations, he has injected considerable comedy relief, together with a fascinating romance.

The picture opens with a wagon train of pioneers moving across the prairies to the West, a boy with a golden voice and a girl who worships him, being among them. The two are separated when the boy's father is waylaid and murdered by three cut-throats dressed as Indians.

The boy has recognized the men, however, and when he grows to manhood, he sets himself the task of avenging his father.

Dick Foran, the gigantic former Princeton football star, makes a romantic figure in the saddle. The former Easterner knows his West thoroughly and gives a fine performance as the youth bent on avenging his father's murder. He also has a fine voice and sings two songs specially written for the production by M. K. Jerome and Jack Scholl.

These are "Vengeance" and "Underneath a Western Sky." In the latter song he is accompanied by the noted radio quintet known as the "Sons of the Pioneers."

Alma Lloyd is both an attractive leading lady and an excellent actress. The daughter of Frank Lloyd, motion picture director, she comes naturally by her talents and gives an artistic performance. The roles of the two, as children, are excellently portrayed by George Ernest and Bonita Granville.

Charles Middleton, Eddie Shubert and Monte Montague are about as murderous a set of villains ever seen in a film.

Others in the cast who do highly commendable work include Addison Richards, Kenneth Harlan, Myrtle Stedman, James Farley, Bud Osborne and William Desmond. Louis King deserves great credit for the skilful manner in which he directed the picture.

Foran Has Sombrero And Top Hat Roles

Dick Foran, the hard bitten Singing Cowboy with flaming hair and rope calloused hands, enjoyed an Eastern college education. "Tails" in the open spaces are things steers use to shoo flies with, but at Princeton University, Foran learned that "tails" are also decorative garments associated with high hats.

Because the cowboy's formal dress education had not been neglected, First National had him double in brass. He was starred in "Song of the Saddle," a frontier Western which comes to the Theatre on

At the same time he was cast for a part in "Dangerous," and in the latter picture wears tails and a topper. Dick had to do some quick changing from overalls and cowboy outfit to full dress clothes.

"Song Of Saddle" With Dick Foran At Strand Today

The second of First National's series of new Western dramas with music, "Song of the Saddle," comes to the Theatre today, with Dick Foran, the "Singing Cowboy," again in the stellar role.

The picture is said to be a thrilling melodrama, with a romance and comedy relief in addition to the music. The story and screen play by William Jacobs evolves about the murder of a Western pioneer by a band of cut throats who masquerade as respectable citizens and with the plot to trap the slayers.

The murderers finally eliminate each other by the clever manipulation of the youth who as a small boy had seen his father slain and robbed.

Dick Foran has the role of the youth with Alma Lloyd playing opposite him. Foran sings two songs specially written for the production by M. K. Jerome and Jack Scholl. Other music is furnished by the famous radio quintet, the "Sons of the Pioneers."

The trio of crooks are played by Charles Middleton, Eddie Shubert and Monte Montague, while considerable comedy relief is afforded by Victor Potel, Pat West and Julian Rivero.

Others in the cast include Addison Richards, Kenneth Harlan, Myrtle Stedman, George Ernest, James Farley, Bud Osborne, Bonita Granville and William Desmond. Louis King directed.

Rare Old Guns Used In "Song Of The Saddle"

Many rare old guns, including 1850 model cap-and-ball pistols and 1870 model Colts single-action 45 revolvers were used by First National in its new Western drama, "Song of the Saddle," which comes to the Theatre on

The screen play is set in the pioneer days of the Old West just prior to the Civil War. Dick Foran stars in the picture.

Singing Cowboy Rides 2 Horses In New Western

Dick Foran, star of First National's western pictures, has admired thoroughbred horseflesh ever since he was knee-high to a Shetland pony. In his latest musical melodrama of the Open Spaces, "Song of the Saddle," now showing at the Theatre, Dick gets a chance to ride two of the West's most unusual horses.

The first of these is "Smoky," a strikingly beautiful horse of the hue that Mexicans term "palomino de oro." This, translated, means "golden buckskin," and such is the general tone of the animal. He has, however, a cream colored mane and tail which render him, in cowboy eyes, a true "palomino" as distinguished from a buckskin.

The second of Dick's horses is a highly intelligent and trick-trained "Paint pony" or pinto, which answers to the name of "Sonny Boy." The latter pony, strikingly painted by nature, has dozens of clever tricks, as shown to Foran by his former owner and trainer, Johnnie Goodwin.

Foran, as the "Singing Kid," is the rough-riding young hero of the song-treated Western melodrama. Others in the cast include Alma Lloyd, Charles Middleton, Addison Richards and Eddie Shubert.

Louis King directed the picture.

Western Heavy Given Sympathetic Role

Buck Jones, Bill Hart, Tom Mix — these are Western names to conjure with in the screen history of rangeland movies. And James Farley, veteran of the screen for the last 22 years, has played heavies for all of them.

Farley, however, declares his "villain" days are over, for now they've started casting him as a good-natured and sympathetic father. In First National's new drama, "Song of the Saddle," now showing at the Theatre, he's the father of the heroine, played by Alma Lloyd.

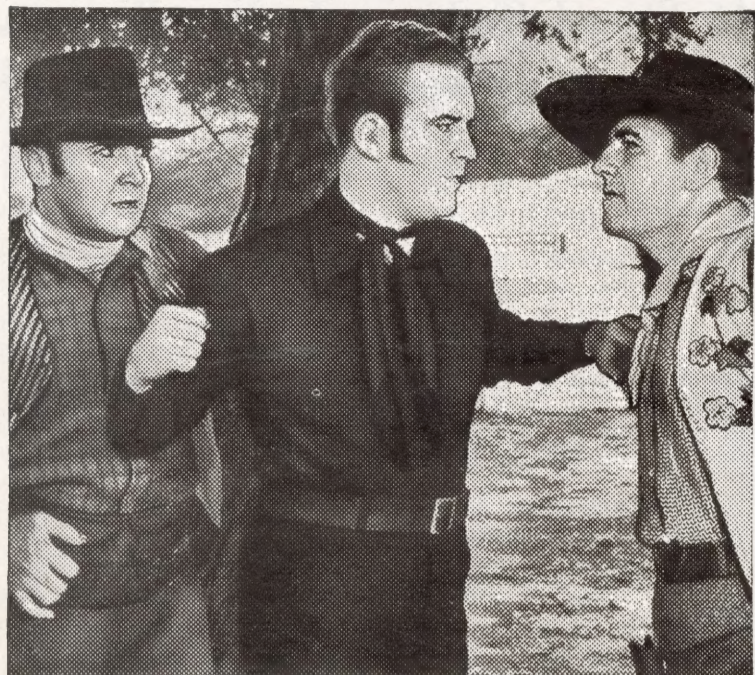
Singing Kid's Vengeance



Dick Foran, the Singing Cowboy (right) and Julian Rivero (left) stage a comedy execution on Charles Middleton (center) in "Song of the Saddle," a drama of the new West, with music, hard riding, fast shooting, hot loving and riotous laughter which opens at the Theatre on

Mat No. 206-20c

Singing Cowboy Returns



Monte Montague, Dick Foran, the Singing Cowboy, and Eddie Shubert (left to right) in "Song of the Saddle," First National's tuneful drama of the new West, which opens at the Theatre on

Mat No. 208-20c

Dick Foran, Tenderfoot, Makes Good As Cowboy

Easterner Starring In "Song Of The Saddle" Knows More About West Than Waddies

By HARRY MacPHERSON

It has often been said in the West that a tenderfoot, especially if he be youthful and with the fact-hungry mind of adolescence, will learn more about a ranch in a week than a ranch-bred boy might have learned in years.

The explanation of this, according to veteran residents of the cattle country, is that ranchreared youths are "too close to the picture."

Dick Foran, an Eastern lad by birth but a rough-riding Western "convert" by choice, now starring in the First National picture, "Song of the Saddle," at the Theatre, well illustrates this principle, it is pointed out by old-timers who worked with him.

Born in New Jersey, where horses have been scarce for the last two decades, Dick clamored as a boy for vacations in the West. His parents gave the youth this opportunity and so the Jersey boy became a broncho buster and a hard-riding "vaquero" at an age when most lads in the East have never ridden a horse.

"I'll admit that my interest in the West was stirred by Western magazines and by Western pictures," said Foran. "But I wasn't satisfied to get my thrills through the vicarious route of stories or the movies. I wanted to know the West, and even when a small boy I wouldn't accept dude ranches as a substitute."

Seated as a youngster around the roundup campfires, or listening to the waddies as they gathered in the bunk-houses after evening chow, Foran learned the "songs of the saddle." His naturally fine singing voice, and ability to play the guitar, made him a favorite in these gatherings of punchers on the range.

Later, with his voice trained, and taking part in dramatics at Princeton, Dick Foran became ideal for screen parts of a "singing cowboy." He knows his West. He was a rider and roper. His voice was an asset. So he became that which he had fondly dreamed as a youth, a featured player in Western screen plays.

"Song of the Saddle" is the second of First National's new type of Western dramas with

music starring Foran. It is filled with thrilling action and carries a glamorous romance.

Dick Foran in "Song of the Saddle" at the Strand. Mat No. 107 10c



Others in the cast include Alma Lloyd, Charles Middleton, Addison Richards, Eddie Shubert, Monte Montague, Victor Potel and Kenneth Harlan.

Louis King directed the picture.

Alma Lloyd Knows Open Spaces

The Great Open Spaces where grazing herds roam the ranges and hard-riding adventurers care for the world's latent beefsteak are no novelty to Alma Lloyd, 21-year-old leading woman of "Song of the Saddle" now showing at the Theatre.

Miss Lloyd, a California girl has roamed the plains of many frontiers.

"I've not only seen the cowboys of the American West in their native haunts, but I've been in Argentina and watched the gauchos on the Pampas and I've visited Mexican mesas where the vaqueros were at work," said Miss Lloyd.

Length of Film...5195 Ft. Running Time...58 Mins.

Trick Horse Is Quickly Tamed By Dick Foran

"Sonny Boy," a trick paint pony selected as a stellar mount for Dick Foran, new cowboy star of the screen, has a habit of rearing up on his hind legs.

It's a habit which is highly disconcerting to those accustomed to English saddle horses on placid bridle paths.

Dick Foran, however, is no saddle novice, and demonstrated this during the filming of "Song of the Saddle" which comes to the Theatre on Dick not only waved his ten-gallon hat with gay abandon as "Sonny Boy" went into his skyrocketing, but rolled a brown paper cigarette while reining in the playful little pinto.

"Sonny Boy," becoming convinced that there was no tenderfoot on his back, became almost docile and when the camera started grinding out scenes he had to be spurred a bit to get him to cut up.

"Song of the Saddle" is a thrilling story by William Jacobs with music and lyrics by M. K. Jerome and Jack Scholl.

In the cast besides Foran are Alma Lloyd, Charles Middleton, Addison Richards and Eddie Shubert.

Louis King directed.

Foran Named Head Of Triangle Club

Dick Foran, First National's western singing star, and a former Princeton man, who has the leading role in "Song of the Saddle," now showing at the Theatre, has been elected honorary president of the famous Princeton "Triangle Club," producer of the famous "Stags at Bay" show.

The screen star, who was an active member of "Triangle" while in College, taking dramatic and singing roles in the annual Princeton plays, was honored by the school organization because of the "favorable publicity" he has given his alma mater.

Dick Foran Plans To Buy Real Ranch

Dick Foran, First National western star, is planning to purchase a ranch; and it's going to be a real ranch, wild and woolly and full of cattle. While on location in Placerita Canyon near Newhall, Calif., for the First National picture, "Song of the Saddle," which comes to the Theatre on, Foran opened negotiations for the acquisition of what he considers an ideal place.

The property he inspected consists of several hundred acres of wooded hills and mesa grazing land. There's plenty of water, wells are nearly artesian, and on the land is a small cobblestone ranch house.

Dick Foran's Saddle Is Hand Carved

Dick Foran, star of the First National western picture, "Song of the Saddle," which comes to the Theatre on, rides a valuable horse in the new film. And that horse has an equally valuable equipment.

It was disclosed that the trained palomino pony, "Smoky," is worth about \$2000. The animal's outfit — saddle, bridle and breast collar — is also worth about \$2000. All three are studded with solid silver and the Spanish leather is hand carved.

Distinctive Range Songs Are Sung By Dick Foran

Written Specially For "Song Of The Saddle" By Men Who Know Spirit Of West

"Horse operas" have really become "horse operas" and the slang term as long applied by Hollywood to western pictures is no longer a misnomer.

Such is the assertion of Bryan Foy, associate producer of First National who is in charge of a series of new type Westerns being made with Dick Foran as a star.

"The introduction of music and songs in western melodramas is a logical and natural thing in that music was always a most definite part of the Old West," declared Foy. "Songs of the range have always been sung and even composed by cowpunchers and others of the Open Spaces, till a veritable stock of western folk songs has grown up."

Famous Rodeo Stars Take Part In New Western

Names to conjure with in all the far-flung places of the American West where people of the range-lands gather to see rodeo stars in action were called out when the First National Western melodrama, "Song of the Saddle," now showing at the Theatre, went on location.

At least nine notables of the "Roundup Circuit" were among the performers who take part in the screen-story rodeo. Bob Woodward, Alice Van, Florence Van, Earl Dobbins, Frank McCarroll, Benny Corbett, Dave White, George Williams and Art Mix are all in the cast.

Alice Van, Corbett and Dobbins, all holders of championships, took leading parts in the Roman riding, relay and other horse events staged on a 5000-acre ranch in Placerita Canyon in the mountains back of Newhall.

"Song of the Saddle" is a thrillingly dramatic story by William Jacobs, with music and lyrics by M. K. Jerome and Jack Scholl.

Dick Foran, the Singing Cowboy, has the stellar role while others in the cast include Alma Lloyd, Charles Middleton, Addison Richards and Eddie Shubert. Louis King directed.

Special Songs Written For New Western Drama

Galloping screen stories of the old days, when cinematic westerns were in flower, were frequently termed "horse operas"; this, despite the fact that such Open Space dramas were generally devoid of any sort of music.

"Horse Opera," however, is no misnomer or figure of speech in the 1935 model Westerns as being filmed by First National. Dick Foran, young hero of the movie mesas, sings as smoothly as he rides. Hence the new Westerns are so rich in melody, both atmosphere music and special songs, that they might be termed "musical melodramas."

"Song of the Saddle," which comes to the Theatre on, starring Foran, with Alma Lloyd playing the feminine heart interest opposite him, is such a picture. Foran, as "The Singing Kid," is a heroic young desperado out to get a band of bad men and avenge the murder of his father.

His particular earmark is that he sings, no matter whether holding up stages owned by the crooks, or rescuing innocent men who are about to be lynched by the same band of villains.

Two special songs, written for the screen play by M. K. Jerome and Jack Scholl, are sung by Foran. They're entitled: "Vengeance" and "Underneath a Western Sky."

Louis King directed.

Dick Foran



The riding, shooting and singing sensation of the screen returns as the terror of the bad lands in "The Song of the Saddle," the First National Western with music now at the Theatre.

Mat No. 108-10c

"SONG OF THE SADDLE"

ACCESSORIES AND PRODUCTION INFORMATION



INSERT CARD



1-SHEET



WINDOW CARD

(Note: This window card can be used on all Foran westerns. Space under circle is reserved for title imprint, which must be done locally.)



6-SHEET



3-SHEET

THESE VITAPHONE SHORTS DESERVE MARQUEE BILLING

"WILD WINGS" (*Pepper Pot Series*). Here's a novelty that will amaze and thrill your most difficult audience.

(9 minutes—No. 1808)

"SOME CLASS" (*Pepper Pot Series*). Charles Ahearn and his Hoboes passing out laffs as fast as your audience can take 'em.

(11 minutes—No. 1810)

PHIL HARRIS in **"DOUBLE OR NOTHING"** (*Broadway Brevity Series*). Leah Ray's helping hand makes this one of the season's top miniature musicals.

(21 minutes—No. 1012)

"THE CAT CAME BACK" (*Merrie Melody Series*). All-color and all-laff: a sure fire cartoon comedy.

(7 minutes—No. 1403)

"STEEL AND STONE" (*Our United States Series*). Milton J. Cross handles the dialogue in another of E. M. Newman's popular series.

(10 minutes—No. 1906)

BOB HOPE in **"SHOP TALK"** (*Vitaphone Comedy Series*). That wise-cracking Hope guy will panic you with his latest bag of tricks.

(22 minutes—No. 1110)

PRICES

1-SHEETS	
1 to 49	15c each
50 to 99	13c each
100 and over	11c each
3-SHEETS	
1 to 24	40c each
25 and over	36c each
6-SHEETS	
1 to 9	75c each
10 to 19	70c each
20 and over	65c each
WINDOW CARDS	
1 to 49	7c each
50 to 99	5 1/2c each
100 and over	5 1/2c each
INSERT CARDS	
1 to 24	25c each
25 to 49	22c each
50 to 99	20c each
100 and over	18c each
LOBBY DISPLAYS	
11x14 Photos (8 in set—colored)	75c a set
22x28 Photos (2 in set—colored)	80c a set
Slides	15c each
Stills	10c each

(These prices apply to the U.S. only)



SLIDE

THE STORY

Back in the pioneering days of the old West, Frank Wilson (Addison Richards) with his young son, Frankie (George Ernest) rides with other adventurers in a "desert schooner" filled with supplies. In the wagon train is Jen Coburn (Bonita Granville) who is the little daughter of Tom Coburn (James Farley) and his wife (Myrtle Steadman). Little Jen hero-worships Frankie, who has an excellent singing voice.

When the covered wagon train stops in a frontier town, the older Wilson sells his trader supplies to Phineas P. Hook (Charles Middleton) who with his henchmen, the Bannion Brothers (Eddie Shubert and Monte Montague), has crooked control of the settlement.

Hook pays a good price for Wilson's supplies, but when he starts back to civilization for another load, he is held up and slain by Hook and the Bannions, disguised as Indians. Young Frankie escapes, but recognizes the criminals and swears an earnest boyish vengeance.

Fifteen years later, a dare-devil young fellow known only as the "Singing Kid" arrives in the country. This is Frankie, grown to manhood, and played by First National's star, Dick Foran. Jen Coburn grown to womanhood, is still there in the town, the grown up Jen being Alma Lloyd.

Frank Wilson, notorious for the fact that he generally sings a song no matter what dare-devilery he's up to, begins getting his revenge by holding

up Hook-owned stages. He never takes anything from the passengers; only money or goods belonging to the slayers of his father. As a comedy relief, he is joined by "three musketers," Curley (Pat West) Little Casino (Vic Potel) and Jose (Julian Rivero).

Hook and his henchmen, unable to capture the "Kid," decide in the end to stage a holdup of a stage, and to disguise themselves so blame will be put on young Wilson. Through clever manipulation by Wilson, both the Bannions are slain by Hook, himself. Finally, Hook is identified as the mail-stage robber and, trying to escape, is killed as his stage goes over a cliff.

Frank Wilson's romance with Jen Coburn, meanwhile, has blossomed, so cleared of blame for the robberies, and having turned over all the gold taken from Hook to the United States marshal, Frank and Jen Coburn marry and head for California.

PRODUCTION STAFF

Director.....Louis King
 Story and Screen Play by.....
 William Jacobs
 Photography by.....Dan Clark
 Film Editor.....Harold McLernon
 Art Director.....Esdras Hartley
 Musical Director.....Leo F. Forbstein
 Music and lyrics by.....M. K. Jerome
 and Jack Scholl

OFFICIAL BILLING

SONG OF THE SADDLE	100%
with	
Dick Foran	75%
(The Singing Cowboy)	
Alma Lloyd	30%
Charles Middleton	30%
Addison Richards	30%
Eddie Shubert	30%
* * *	
Directed by Louis King	20%
* * *	
A First National	40%
Productions Corporation	5%
Picture	25%

THE CAST

Frank Wilson, Jr.	Dick Foran
Jen Coburn	Alma Lloyd
Phineas P. Hook	Charles Middleton
Frank Wilson, Sr.	Addison Richards
Monte Montague	Eddie Shubert
Simon Bannion	Monte Montague
Little Casino	Victor Potel
Marshal	Kenneth Harlan
Mrs. Coburn	Myrtle Steadman
Frank Wilson	George Ernest
Curley	Pat West
Tom Coburn	James Farley
Porter	Bud Osborn
Jose	Julian Rivero
Little Jen	Bonita Granville
Tim	William Desmond

BIOGRAPHIES

Dick Foran

Dick Foran was born in Flemington, N. J., June 18, 1910. After attending Morerberg Academy and Hann Preparatory School he entered Princeton University, where he was a star on the football, baseball, lacrosse and ice hockey teams. He was also a member of the Princeton Dramatic and Glee Clubs. After finishing at Princeton he went to work for the Pennsylvania Railway, and was sent to California. While there he was given a screen test and a contract, his first picture being "Stand Up and Cheer."

His recent pictures are "Pettrified Forest," "Dangerous" and "Moonlight on the Prairie," his first starring picture. His current production is "Song of the Saddle," which comes to the Theatre on

Charles Middleton

Charles Middleton was born in Elizabethtown, Ky., October 3, 1884. He was educated at Chattanooga, Tenn., after which he turned to the stage.

For the past ten years he has been playing in pictures. His current production is "Song of the Saddle," now showing at the Theatre.

Alma Lloyd

Alma Lloyd was born in Los Angeles, Calif., Sept. 3, 1914, the daughter of the famous director, Frank Lloyd, and Alma Haller, noted on the musical comedy stage.

At the age of 18 she started her theatrical work at the Pasadena Community Playhouse. After doing some film work she played for some time in the Massachusetts Stock Company and the New York Theatre Guild.

Her recent pictures include "Oliver Twist," "Jimmy and Sally" and "Berkeley Square." Now she appears in "Song of the Saddle" in which she has the feminine lead, which comes to the Theatre on

Addison Richards

Addison Richards was born in Evansville, Ohio, and was educated at Washington State College. His first theatrical experience was at the Pasadena Community Playhouse where he was both an actor and assistant director.

Later he became identified with film work and has appeared in scores of pictures, his more recent being "Frisco Kid," "Little Big Shot" and "G Men."

His current production is "Song of the Saddle," now showing at the Theatre.

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